Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/15 thru 05/21.

(prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY												
		PREVIOUS WEEK				PREVIOUS YEAR							
	Feature Rate	6.7% of 29,200 stores				5.	5.9% of 29,200 stores				1.2% of 2	9,200 sto	res
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	GE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack	54	1.78	682	0.99			77	1.15	68	1.18	51	1.07
G	White 18 pack			50	2.99	54	2.69	179	1.99			1,087	1.56
11	Brown 12 pack												
ī	USDA GRADE A												
Ā	White 12 pack			307	0.96	43	1.29	402	1.11	6	3.00	1,624	0.78
R	White 18 pack							129	1.96			139	1.23
	Brown 12 pack											24	0.99
	USDA ORGANIC												
s	White 12 pack									258	4.35		
P	Brown 12 pack									258	3.29	540	4.25
E	OMEGA-3												
C	White 12 pack			115	2.06	77	4.49	86	2.00	814	3.62	1,262	2.50
·	Brown 12 pack											92	2.99
,	CAGE-FREE												
A	White 12 pack			447	2.23					165	2.61	207	2.49
- -	Brown 12 pack			65	2.50			477	3.31			2,150	2.15
v	VEGETARIAN FED												
•	White 12 pack												
	Brown 12 pack			12	2.00							250	2.31

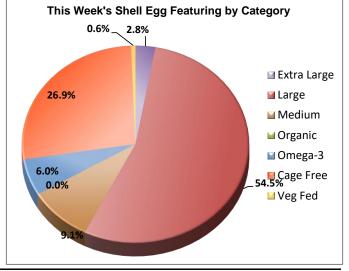
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,093	884	2,999	Large Eggs on
Specialty	639	640	5,996	May-11-2020
Total (includes MD)	1,906	1,662	9,241	677.7
Special Rate 4/:	0.0%	0.3%	4.8%	down 2.2%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to gradually improve and is higher than last week. The weighted average price to consumers for Large white eggs, Grade A or better, is trending lower. Retailers have completely backed off offering shoppers "no price" specials this week. Ads for Medium eggs are steady however ads for Extra Large eggs decline. Promotional activity for specialty shell eggs is about the same as a week ago. Liquid egg featuring drops sharply in number when compared to previous weeks.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHI (CT,DE,MA,MD,ME	EAST U.S. ,NH,NJ,NY,PA,RI	,VT)	(EAST U.S. NC,SC,TN,VA,WV)		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
	ature Rate ^{1/} ivity Index "	7.1% of 5,500 s Activity Index = 31	sampled outlets 1 (includes Medi	um)			sampled outlets 1 (includes Mediu	ım)	6.4% of 6,100 sampled outlets Activity Index = 403 (includes Medium)				
CLASS		EXTRA LARGE	LAR	GE	EXTRA	LARGE	LAR	GE	EXTRA LARGE		LARGE		
		Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
USDA	White 12 pack												
GRADE	White 18 pack												
AA	Brown 12 pack												
	MEDIUM	White 12 pack	0.00	00 000		White 12 pack				White 12 pack	0.70 0.00	000 0.05	
USDA	White 12 pack White 18 pack		0.99	69 0.99							0.79 - 0.99	238 0.95	
GRADE	Brown 12 pack												
A		White 12 pack				White 12 pack				White 12 pack			
	MEDIUM	White 30 pack				White 30 pack				White 30 pack			
US	DA ORGANIC	vviite ee paek				William Go paok				Willio do padic			
	White 12 pack												
S	Brown 12 pack												
P OM	IEGA-3												
C	White 12 pack						1.99	3 1.99			1.99 - 2.00	101 2.00	
1	Brown 12 pack												
A CA	GE-FREE												
L	White 12 pack		2.00 - 2.49	229 2.44			2.00	218 2.00					
Т	Brown 12 pack		3.00	13 3.00							2.00 - 2.49	52 2.38	
Y	SETARIAN FED												
	White 12 pack										2.22	40 000	
	Brown 12 pack	SOUTH CE	ENTRAL U.S			SOUTH	VEST U.S.			NODTUM	2.00 /EST U.S.	12 2.00	
			A,MO,NM,OK,TX)				4,NV,UT)						
	ature Rate 1/	, , , , ,				•			(ID,MT,OR,WA,WY)				
	ivity Index 2/	3.8% of 4,900 s	sampled outlets	um)		,	sampled outlets 4 (includes Mediu	ım)	52.5% of 1,300 sampled outlets Activity Index = 682 (includes Medium)				
	White 12 pack	Activity index = 18.	o (includes Medi	uiii)	1.78	54 1.78	+ (includes wedit	1111)	Act	ivity index = 002	0.99	682 0.99	
USDA	White 18 pack				1.70	04 1.70	2.99	50 2.99			0.55	002 0.55	
GRADE	Brown 12 pack												
AA	MEDIUM	White 12 pack				White 12 pack				White 12 pack			
	White 12 pack	·								,			
USDA	White 18 pack												
GRADE	Brown 12 pack												
Α	MEDIUM	White 12 pack	0.85 - 0.88	174 0.86		White 12 pack				White 12 pack			
		White 30 pack				White 30 pack				White 30 pack			
US	DA ORGANIC												
s	White 12 pack												
В	Brown 12 pack												
E	IEGA-3		2.00	11 2.00									
С	White 12 pack Brown 12 pack		2.66	11 2.66									
CA	GE-FREE												
A	White 12 pack												
L T	Brown 12 pack												
VEC	SETARIAN FED												
•	White 12 pack												
	Brown 12 pack												

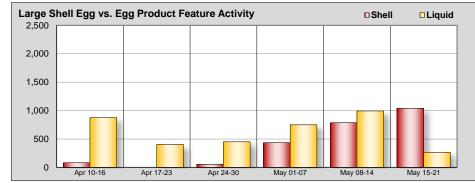
Feature Rate 1/		/•	AK)		HAWAII (HI)						
Activity Index 4		tivity Index = 0	ampled outlets (includes Medi	um)	0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						
CLASS	EXTRA	LARGE	LA	RGE	EXTRA	LARGE	LARGE				
GLAGO	Price Range	Stores Avg 3/	Price Range	Stores Avg	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
White 12 pack											
White 18 nack											
Brown 12 nack											
MEDIUM		White 12 pack				White 12 pack					
White 12 pack											
Nhite 18 pack											
DE Brown 12 pack											
MEDIUM		White 12 pack				White 12 pack					
		White 30 pack				White 30 pack					
·											
•											
· ·											
-											
•											
Brown 12 pack											
	White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack White 18 pack Brown 12 pack MEDIUM USDA ORGANIC	CLASS Price Range White 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack	White 12 pack White 12 pack White 12 pack White 12 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack	CLASS Price Range Stores Avg 3/ Price Range White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack	Price Range Stores Avg 3/ Price Range Stores Avg 3 White 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 30 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack Brown 12 pack	Price Range Stores Avg 3/ Price Range Stores Avg 3/ Price Range White 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 19 pack White 10 pack White 10 pack Brown 10 pack CAGE-FREE White 12 pack Brown 12 pack Write 10 pack Brown 12 pack	Price Range Stores Avg 3/ Price Range Stores	Price Range Stores Avg 3/ Price Range Stores	Price Range Stores Avg 3/ Price Range Stores		

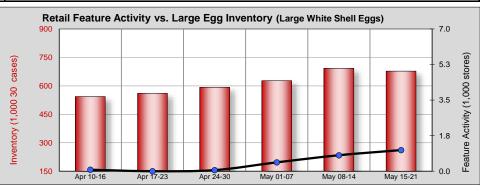
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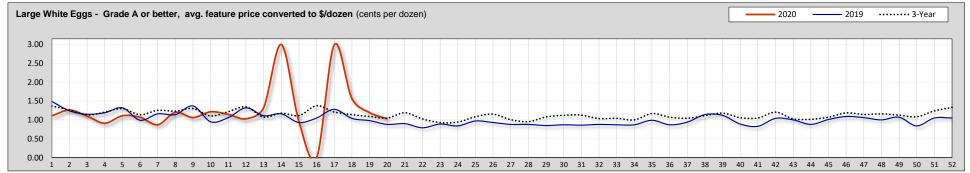
(prices in dollars per carton)

THIS LAST		LAST		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
WEEK	WEEK	YEAR													
0.9%	0.9% 2.6%		%	0.4% of 5,500 sampled		2.9% of 7,400 sampled		0.0% of 6,100 sampled		0.0% of 4,900 sampled		0.6% of 3,800 sampled		0.0% of 1,300 sampled	
264	264 994		61	Activity Index = 22		Activity Index = 218		Activity Index = 0		Activity Index = 0		Activity Index = 24		Activity Index = 0	
Stores Avg 3/	Stores Avg 3/	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
240 2.50	474 2.36	1,499	1.95	2.50	22 2.50	2.50	218 2.50								
24 5.19	520 5.58	292	3.39									5.19	24 5.19		
		70	3.74												
				ALA	SKA	HA	WAII								
	WEEK 0.9% 264 Stores Avg 3/ 240 2.50 24 5.19	WEEK WEEK 0.9% 2.6% 264 994 Stores Avg 3/ Stores Avg 3/ 240 2.50 474 2.36 24 5.19 520 5.58	WEEK WEEK YEA 0.9% 2.6% 2.8° 264 994 1,86° Stores Avg 3/ Stores Avg 3/ Stores 240 240 2.50 474 2.36 1,499 24 5.19 520 5.58 292	WEEK WEEK YEAR 0.9% 2.6% 2.8% 264 994 1,861 Stores Avg ³/ Stores Avg 3/ Stores Avg 3/ 240 2.50 474 2.36 1,499 1.95 24 5.19 520 5.58 292 3.39	WEEK WEEK YEAR NORTI 0.9% 2.6% 2.8% 0.4% of 5,5 264 994 1,861 Activity I Stores Avg 3/ Stores Avg 3/ Price Range 240 2.50 474 2.36 1,499 1.95 2.50 24 5.19 520 5.58 292 3.39 70 3.74	WEEK WEEK YEAR NORTHEAST 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 264 994 1,861 Activity Index = 22 Stores Avg 3/2 Stores Avg 3/2 Price Range Stores Avg 3/2 240 2.50 474 2.36 1,499 1.95 2.50 22 2.50 24 5.19 520 5.58 292 3.39 2.50 22 2.50	WEEK WEEK YEAR NORTHEAST SOUTI 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,4 264 994 1,861 Activity Index = 22 Acti	WEEK WEEK YEAR NORTHEAST SOUTHEAST 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 264 994 1,861 Activity Index = 22 Activity Index = 218 Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ 240 2.50 474 2.36 1,499 1.95 2.50 22 2.50 2.50 218 2.50 24 5.19 520 5.58 292 3.39 70 3.74	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDW 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,1 264 994 1,861 Activity Index = 22 Activity Index = 218 Activity Stores Avg 3/ Stores Avg 3/ Price Range Stores Avg 3/ Price Range Stores Avg 3/ Price Range Price Range Stores Avg 3/ <	WEEK WEEK YEAR NORTHEAST SOUTHEAST MIDWEST 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 264 994 1,861 Activity Index = 22 Activity Index = 218 Activity Index = 0 Stores Avg 3/2 Stores Avg 3/2 Stores Avg 3/2 Price Range Price Range Activity	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH COLOR 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 0.0% of 4,90 264 994 1,861 Activity Index = 22 Activity Index = 218 Activity Index = 218 Activity Index = 0 Activity Index = 0 Activity Index = 218 A	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 0.0% of 4,900 sampled 264 994 1,861 Activity Index = 22 Activity Index = 218 Activity Index = 0 Activity Index = 0 Stores Avg 3/2 Stores Avg 3/2 Price Range Stores Avg 3/2 Price Range	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTH CENTRAL 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 0.0% of 4,900 sampled 0.6% of 3,81 264 994 1,861 Activity Index = 2 Activity Index = 218 Activity Index = 0 Acti	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTHWEST 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 4,900 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0	WEEK YEAR NORTHEAST SOUTHEAST MIDWEST SOUTH CENTRAL SOUTHWEST NORTH 0.9% 2.6% 2.8% 0.4% of 5,500 sampled 2.9% of 7,400 sampled 0.0% of 6,100 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.0% of 4,900 sampled 0.6% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sampled 0.0% of 4,900 sampled 0.0% of 3,800 sampled 0.0% of 1,300 sampled 0.0% of 4,900 sam

EGG PRODUCTS			ALA	SKA	HAWAII		
1/ Feature Rate			0.0% of 10	0 sampled	0.0% of 100 sampled		
2/ Activity Index			Activity	Index = 0	Activity Index = 0		
			Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn							
32 oz. crtn							
3 - 4 oz. cup							
2 - 8 oz. cup							







Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 https://www.ams.usda.gov/market-news/egg-market-news-reports